

# 2018 CENSUS TEST RECRUITMENT TOOLKIT





# Using This Toolkit

Thank you for supporting the 2018 Census Test. Your assistance is essential to connecting with members of the community to encourage them to respond and to let them know about temporary job opportunities with the U.S. Census Bureau. What we learn in the 2018 Census Test will be instrumental for ensuring a complete and accurate 2020 Census.

The 2020 Census will use a new design that incorporates online and phone response options in addition to the traditional paper option. Testing these methods will provide insights and guide our planning for the 2020 Census.

Your 2018 Census Test social media toolkit contains materials that will help you reach out to people in your community to increase their participation in the 2018 Census Test and our ability to hire members of the community for 2018 Census Test jobs. The information provided will also help you respond to questions and concerns.

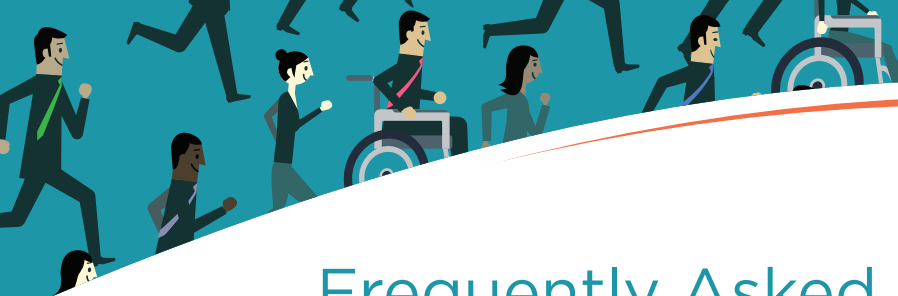


A stylized illustration at the top of the page shows several people in business attire running towards the right. They are depicted in various colors (black, blue, green, orange) against a teal background. The illustration is partially cut off by the top edge of the page.

# Fast Facts

- › The U.S. Census Bureau conducted the Address Canvassing portion of the 2018 Census Test in three sites: Bluefield-Beckley-Oak Hill, W.Va.; Providence County, R.I.; and Pierce County, Wash. This portion tested our new processes and systems for ensuring we have an up-to-date list of all of the residences in the area so we know where to count people. Not only do we have to count people, we have to know where they live so we can provide accurate population numbers for counties, states, etc. These numbers are used to draw school and voting districts.
- › The remaining operations for the 2018 Census Test will take place in Providence County, R.I.
- › The test will help the Census Bureau get ready for the upcoming 2020 Census that counts every person in the nation.
- › The test will provide an online response option allowing people to respond on their desktop computers, laptops, smartphones or tablets.
- › Here's how the census helps you and your community:
  - › Communities use the information to plan bus routes, draw school district boundaries and offer community services.
  - › Businesses use census data to decide where to put a store, office or plant. These new locations create jobs and support the community's economy.
  - › Businesses use the information to determine what to sell in their stores so communities get what they need.
  - › The information helps your community receive funding from the federal government.





# Frequently Asked Employment Questions About the 2018 Census Test

The public will have questions about employment and the census test itself. The information below will help you answer those questions.

## Will there be employment opportunities associated with the 2018 Census Test?

Yes. The Census Bureau is hiring for temporary full- and part-time positions as part of the 2018 Census Test. Positions are available in Providence County, R.I. For more information, call toll-free: 1-866-593-6155 or visit [www.census.gov/2018jobs](http://www.census.gov/2018jobs).

## What employment opportunities are available?

There are census taker and office jobs available. Census takers visit houses to receive 2018 Census Test responses that haven't come in online, by phone or by paper. Office jobs are administrative and manager positions.

## What are the minimum qualifications to apply for a 2018 Census Test job?

### You may be eligible to qualify if:

- › You are a U.S. citizen.
- › You are at least 18 years old.
- › You have a valid Social Security number.
- › You complete the necessary skills assessment.
- › You pass a background check.
- › You commit to completing training. (If offered a job, you will be paid for this training at a training pay rate.)
- › You have a personal email address.
- › Any other current employment does not present a conflict of interest (reviewed on a case-by-case basis).
- › You are not currently employed by the federal government.



### Most jobs require employees to:

- › Have access to a vehicle and a valid driver's license, unless public transportation is readily available.
- › Have access to a computer with internet and an email account (to complete training).

### What will my work schedule be?

If hired, your work schedule will depend on which job you receive. Generally, hours for census takers are flexible. Some address list checker jobs require you to work during the day so you can see addresses on buildings. Census taker positions require you to interview the public, so you must work evenings and weekends when people are home. Supervisory positions require you to be available for day, evening and/or weekend shifts.

Hours for office positions are variable, depending on the availability of work. Most office work is done during regular business hours; however, office employees may be required to work in the evenings and on weekends.

### Will I be required to work on the weekends?

Census taker positions require you to interview the public, so you must be available to work when people are usually at home, such as in the evening and on weekends. Office employees could also be required to work some weekend hours, depending on the availability of work.

### Where will census takers be assigned to work?

The Census Bureau is committed to hiring people to work in their own communities because they are usually the most familiar with the people and places within their community.



## I know this is temporary employment; how long will the jobs last?

Most positions are anticipated to last several weeks; however, employment may end at any time or hours of work may be reduced, due to lack of available work.

## How often will I be paid?

Temporary 2018 Census Test employees are paid weekly through direct deposit or a paycheck in the mail. Employees can expect to receive their first paycheck approximately 10 to 14 days after their first day of work, and will receive subsequent paychecks by direct deposit or mail, every seven days.

## Do you offer reimbursement for work-related expenses?

Yes. Census takers and address list checkers will be reimbursed for authorized work expenses such as mileage incurred while conducting work for the Census Bureau.

## Is there an opportunity for permanent employment?

No. Positions for the 2018 Census Test are temporary. However, you can visit Census Careers at [www.census.gov/careers](http://www.census.gov/careers) and/or USAJobs at [www.usajobs.gov](http://www.usajobs.gov) to search for permanent employment with the Census Bureau or other federal agencies.

**For more frequently asked questions on employment, please visit**  
[www.census.gov/programs-surveys/decennial-census/2018-census-test/employment-opportunities/faqs.html](http://www.census.gov/programs-surveys/decennial-census/2018-census-test/employment-opportunities/faqs.html).





# Sample Email Messages

A well-worded email can be an effective way to communicate with many members of your community at once to encourage them to apply for temporary positions with the U.S. Census Bureau. You can send these samples as they are — after adding your name and contact information where noted — or add a personal touch to better match the interests and concerns of your community. Here are a few tips for writing your own emails:

- › Write an attention-grabbing subject line, but keep it short. Email systems often cut off subject lines longer than 50 characters.
- › Put the most important information first.
- › Feature calls to action — the action you'd like the reader to take.
- › Keep it short. People typically spend only seconds scanning an email.
- › Use bold font, subheads, bullets or other methods to clarify the message, promote the call to action, and enable the reader to skim the email.



## Sample Email #1

**Subject Line:** The U.S. Census Bureau is Hiring in Our Area!

Are you looking for ways to help your community? The U.S. Census Bureau is currently hiring temporary positions for the 2018 Census Test in our area. The official once-a-decade census won't take place until 2020, but in Providence, R.I., the U.S. Census Bureau is testing its systems and operations for 2020 by holding the 2018 Census Test and they need your help.

All 2018 Census Test jobs are temporary. The largest number of positions available are for census takers at **\$21.25/hour**.

By working for the Census Bureau, you can help them reach their goal for the 2020 Census to ensure everyone is counted. Census counts have a huge impact on our community. The 2020 Census data will be used to determine how more than \$675 billion from more than 100 government programs are distributed to states and localities, including communities like ours. The data influence choices made about which roads are fixed, where schools are built and businesses opened, what medical services are offered, and more.

If you're interested, please visit the Census Bureau job site to apply. You'll also be able to see descriptions and frequently asked questions at <[www.census.gov/2018jobs](http://www.census.gov/2018jobs)>.

Sincerely,  
[Your name and contact information here]



## Sample Email #2

**Subject Line:** Help your community: Work for the U.S. Census Bureau!

The U.S. Census Bureau has selected our community to participate in the 2018 Census Test. They are **currently hiring** temporary positions for census takers at **\$21.25/hour**.

By working for the Census Bureau, our community has a special opportunity to help make the 2020 Census more accurate and complete. There are so many reasons our nation needs to be counted completely and accurately. The count happens every 10 years with the decennial census, which influences how more than \$675 billion from more than 100 federal programs are distributed to states and localities each year. Here's some of what the census numbers effect:

- › Medicaid.
- › School lunch programs.
- › Community development grants.
- › Road and school construction.
- › Medical services.
- › Business locations.

**If you're interested in a job**, please visit the Census Bureau job site to apply. You'll also be able to see descriptions and frequently asked questions at [www.census.gov/2018jobs](http://www.census.gov/2018jobs).

Feel free to forward this email to someone in your network who may be looking for a job. Working for the Census Bureau is a unique opportunity!

Sincerely,  
[Your name and contact information here]





# Social Media Guidance

Thank you for helping us spread the word about our hiring efforts for the 2018 Census Test in Providence, R.I., and about the importance of responding to the test. Your trusted voice can help make a difference and help us educate your community about the 2018 Census Test and available employment opportunities. The suggested social media content and best practices contained below will help you inform the public about the test and the temporary positions that need to be filled.

## Census Bureau Specific Tips

When posting any of this content on your Facebook page, the U.S. Census Bureau's name will appear in a drop-down menu after you begin to manually type the "@" symbol and begin to manually type "uscensusbureau." Select the Census Bureau page and continue entering the rest of the post. This will tag the Census Bureau on Facebook and create a live link to the Census Bureau's Facebook page.

In addition, you can visit the Census Bureau's Facebook page to share published posts by clicking "Share" and selecting "On a page you manage" from the drop-down menu. This action will link to the Census Bureau's Facebook page and post the selected content to your Facebook page timeline. Similarly, you can visit the Census Bureau's Twitter account to share content available there.

When sharing Census Bureau content on social media, we suggest incorporating our content strategy which is focused on three different content types:

- › **Priority:** content that connects our data to nationally trending conversations and topics; focused on upcoming census tests and surveys.
- › **News-based/timely:** content influenced by ongoing public conversations; timely messaging on news or events and inserting ourselves into the conversation.



- › **Evergreen:** content that speaks to the value of our data and draws the connection to everyday life and importance of survey participation.

After determining the content type, you can determine the right social media platform for posting. We encourage you to share our social media posts that are relevant to your audience. Don't forget to tag us in your census-related posts so that we're notified when you're giving us a shout out. To get a list of our current social media platforms, visit [https://census.gov/about/contact-us/social\\_media.html](https://census.gov/about/contact-us/social_media.html).

#### **Follow and monitor:**

- › Follow @uscensusbureau on Twitter and “Like” the Census Bureau’s Facebook page to stay up to date about the 2018 Census Test hiring information.
- › Monitor posts and reply to questions and comments. If you don’t know the answer, instruct the user to visit the Census Bureau’s Facebook page to comment on a 2018 Census Test Facebook post with their question, or send us a message. On Twitter, instruct them to ask their questions at @uscensusbureau.
- ›

**If you see something, say something:** As a trusted voice working to share information for the Census Bureau, there may be instances where you respond to comments or questions on social media about the Census Bureau. Make it clear that you’re not an official Census Bureau spokesperson. Don’t create social media accounts using the Census Bureau brand to communicate with customers on behalf of the agency. By helping us, you are our eyes and ears on social media. If you see something happening or trending on social media concerning the Census Bureau, please let us know.

Questions? Ask! Census Bureau personnel are eager to help. You can contact the Census Bureau social media team at <cnmp.social.media.list@census.gov>.



### Census Bureau online properties for reference:

- › Census Facebook page: [www.facebook.com/uscensusbureau](http://www.facebook.com/uscensusbureau)
- › Census Twitter timeline: <http://twitter.com/uscensusbureau>
- › 2018 Census Test landing page: [www.census.gov/2018censustest](http://www.census.gov/2018censustest)

## Social Media Best Practices

**Know your audience:** Before deciding which social media platforms to join, first consider your audience. If you're not sure who your audience is, think about your customer demographics such as: age, education, geographic region, and cultural or ethnic background. Once you have a clear picture of who your potential customers are, you can determine which social media platforms they use. If your audience is not on a specific platform, then you shouldn't be either. It's important to develop a social media strategy that aligns with and supports your organization's mission and overall communications strategy.

**Feed the beast:** Once you've identified the social media platforms to reach your audience, the next step is to develop a content strategy. Aim to develop and share content that is relevant to your audience. Focus on the quality of posts, not quantity of posts. Avoid spamming your audience. You don't want to lose your followers that you've worked so hard to gain.

**Brand voice and tone:** After you build a following, developing a content strategy and posting content is only the first step. You must engage with your followers to earn their trust and increase transparency. Consider how you want to establish your brand voice and tone on your social media platforms. Your brand voice is your identity. When you reply to private or public messages from your followers, you are establishing your brand voice. In addition to responding to your followers, the visuals and captions you post also establish your brand voice, so it's important that your brand voice is consistent. Use good judgment in deciding how you want to engage or respond on social media, and consult with your team on sensitive or controversial topics.



**Comment policy:** It is highly recommended that you consider developing a comment policy or social media community guidelines. Especially if you host live chats, you have a responsibility to ensure that the public can share their thoughts on a relevant topic being discussed, but you may reserve the discretion to delete or not allow comments that contain the following:

- › Vulgar or abusive language.
- › Personal or obscene attacks of any kind.
- › Offensive terms targeting individuals or groups.
- › Threats or defamatory statements.
- › Links to any site.
- › Suggestions or encouragement of illegal activity.
- › Multiple successive off-topic posts by a single user or repetitive posts copied and pasted by multiple users, or spam.
- › Unsolicited proposals or other business ideas or inquiries.
- › Promotion or endorsement of commercial services, products or entities. (Note that noncommercial links that are relevant to the topic or another comment can be acceptable.)

**Nothing is ever deleted:** Even though you can delete social media posts, nothing you share on the internet is gone forever. Please think before you share something, especially on behalf of an organization. Don't share any information that is not public. If you make a mistake, apologize and quickly correct it. Keep in mind your established brand voice to respond accordingly.

**Establish metrics and goals:** When you're developing your social media strategy, you should establish metrics for measuring the overall success and impact of your efforts. Metrics can also help you refine your strategies, support your social media goals, and guide the kind of content you should or shouldn't post. There are many products available that can provide you with metrics, as well as social media listening capabilities to help you monitor what people are saying about your brand. If your organization is unable to afford these tools, most social media platforms provide free analytics that give you a general sense of how you're doing.



The following are suggested key metrics to regularly track:

- › Reach: total number of people who saw a post (that includes fans and nonfans) on their news feeds, on your page and as shared by friends.
- › Impressions: number of times a user is served a tweet in their timeline or search.
- › Engagements: number times users interact with a tweet (like it, retweet, and/or click on any links, images, videos or hashtags).
- › Engagement rate: number of engagements divided by impressions and multiplied by 100 or what percentage of people did something with the tweet.
- › Website referral traffic.
- › Follower count.
- › Number of conversations with customers on social media.
- › Suggestions or feedback.
- › Product/content improvements made from suggestions.

**Have a backup:** In addition to your lead social media manager, it's important for at least one other member of the communications office to understand your organization's social media operations so he or she is prepared to step in when needed. This will ensure smooth transitions in the day-to-day management.

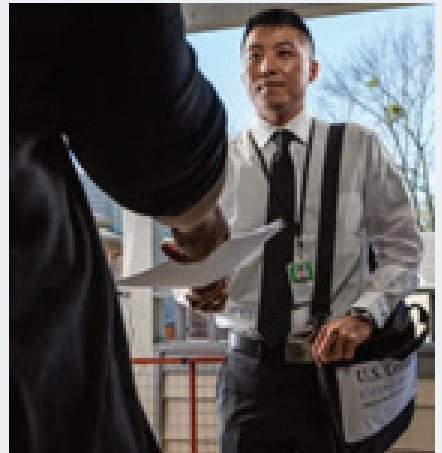
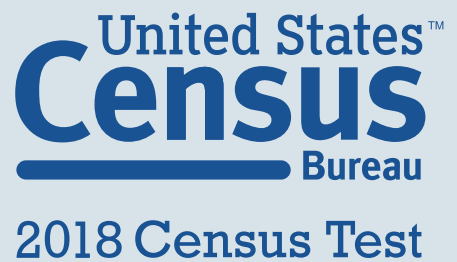
**Patience is a virtue:** It takes time to earn the trust of your audience and build a social media community. Build your followers by following other people or organizations that support the same target audience. Find the influencers in your community and follow them. Give each platform about a year to grow and develop. Track your milestones, and then reflect on the past year's accomplishments and areas to improve. Set new milestones for what your organization can focus on in the next year.




# Social Media Content

Here are sample posts you can use on your own social media channels as they are, or add a personal touch to better match the interests and concerns of your community.

[www.census.gov/programs-surveys/decennial-census/2018-census-test/test/providence.html](http://www.census.gov/programs-surveys/decennial-census/2018-census-test/test/providence.html)

Facebook/LinkedIn:	Twitter/Instagram:	Suggested Image:
<p>Providence County, R.I., residents, the @uscensusbureau is hiring! You have the chance to participate in the 2018 Census Test by becoming a temporary census taker, field supervisor, recruiting assistant, office clerk or office operations supervisor. Apply today!</p> <p><a href="https://go.usa.gov/xnRju">https://go.usa.gov/xnRju</a></p>	<p>What's it like being a census taker for the @uscensusbureau? Check out their employment page for the 2018 Census Test to see job descriptions, pay and more!</p> <p><a href="https://go.usa.gov/xnRju">https://go.usa.gov/xnRju</a></p>	
<p>We're partnering with the @uscensusbureau to spread the word about employment opportunities for the 2018 Census Test! This test will help our communities prep for the #2020Census and receive the funding and services we need. Learn more about available positions and apply today!</p> <p><a href="https://go.usa.gov/xnRju">https://go.usa.gov/xnRju</a></p>	<p>Want a challenge? Earn up to \$21.25/hour in our area by working as a temporary census taker for the @uscensusbureau during the 2018 Census Test. Let's help them improve #2020Census procedures. Apply today!</p> <p><a href="https://go.usa.gov/xnRju">https://go.usa.gov/xnRju</a></p>	

Facebook/LinkedIn:	Twitter/Instagram:	Suggested Image:
<p>The @uscensusbureau is hiring for various temporary positions right here in Providence for the 2018 Census Test! Know someone who needs a job? Share this post &amp; encourage them to apply today! Census takers start at \$21.25/hour.</p> <p><a href="https://go.usa.gov/xnRju">https://go.usa.gov/xnRju</a></p>	<p>The @uscensusbureau is hiring for temporary positions right here in Providence for the 2018 Census Test! Know someone who needs a job? Share this post &amp; encourage them to apply today! Census takers start at \$21.25/hour.</p> <p><a href="https://go.usa.gov/xnRju">https://go.usa.gov/xnRju</a></p>	 <p>A graphic with a blue background. At the top, it says "2018 End-to-End Census Test" in white. Below is a map of Providence County, Rhode Island, with labels for "PROVIDENCE", "RHODE ISLAND", "CONNECTICUT", "MASSACHUSETTS", and "Atlantic Ocean". At the bottom, it says "Providence County, R.I." in white.</p>
<p>You can make history by working for the @uscensusbureau as a temporary census taker, field supervisor, recruiting assistant, office clerk or office operations supervisor. Apply today!</p> <p><a href="https://go.usa.gov/xnRju">https://go.usa.gov/xnRju</a></p>	<p>Calling all Providence County residents! The @uscensusbureau is hiring in our area for the 2018 Census Test! Learn about all of the available positions and apply today!</p> <p><a href="https://go.usa.gov/xnRju">https://go.usa.gov/xnRju</a></p>	 <p>A photograph showing a person's hands holding a smartphone. In the background, a white bag with the "U.S. Census Bureau" logo is visible.</p>

